

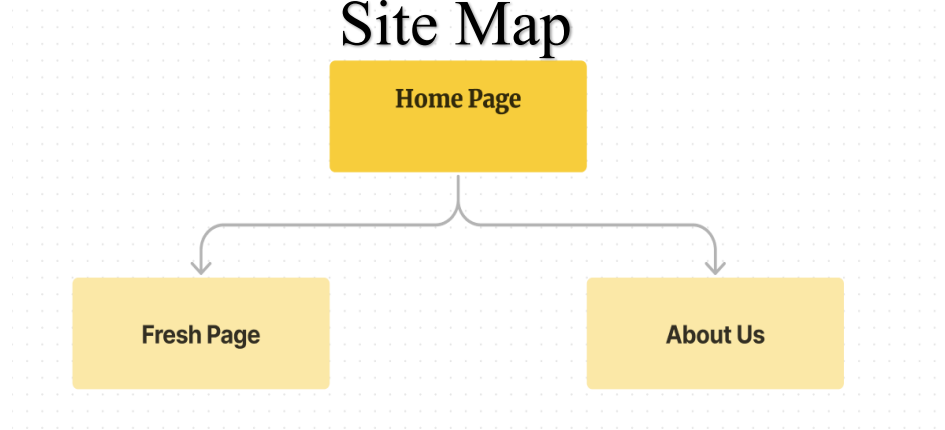
Bountiful Foods Site Plan

Site Purpose	<ul style="list-style-type: none"> • Enable customers to conveniently browse and order a wide variety of fresh, organic, and locally grown foods from Bountiful Foods, including fruits, produce, fruit drinks, and fruit bags. This purpose focuses on providing a user-friendly platform for customers to place orders online. • Provide information about the physical storefront in Carlsbad, California, including location, operating hours, and any special offers or events. This purpose aims to attract local customers who prefer to visit the store in person. • Educate visitors about the benefits of healthy eating and organic produce, emphasizing Bountiful Foods' commitment to providing fresh and organic food options. This purpose focuses on creating awareness and attracting customers who prioritize their health and well-being.
Target Audience	<ul style="list-style-type: none"> • Health-conscious individuals living in or visiting the coastal areas of Los Angeles to San Diego, who prioritize fresh, organic, and locally grown foods and value convenience in their food purchasing and consumption habits.
Personas	<p>Olivia Martinez Female, 35 years old</p> <ul style="list-style-type: none"> - Lives in Carlsbad, California - Embraces an organic lifestyle and values sustainable farming practices - Prefers to support local businesses and knows the importance of buying fresh produce directly from farmers - Enjoys trying new fruit drinks and snacks <p>Goals:</p> <ul style="list-style-type: none"> - Seeks a reliable source of organic and locally grown foods - Values the convenience of online ordering and occasional visits to the physical store - Actively seeks information about the nutritional benefits of different fruits and produce - Regularly follows Bountiful Foods on social media for updates and promotions
	<p>Ethan Hansel Male, 28 years old</p> <ul style="list-style-type: none"> - Lives in Los Angeles but travels frequently to San Diego for business - Prioritizes healthy eating and seeks organic food options - Prefers to order food online or from food trucks for convenience - Values sustainable and eco-friendly practices <p>Goals:</p> <ul style="list-style-type: none"> - Looks for website that provides information about Bountiful Food's food truck schedule and location in the coastal area

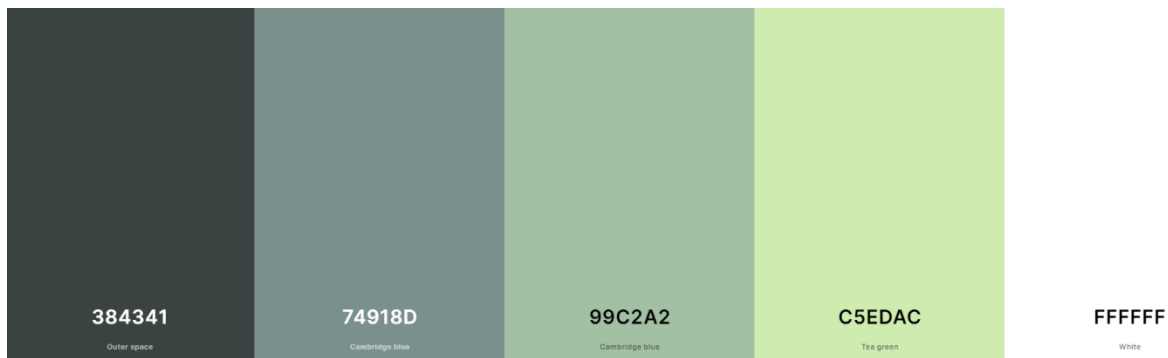
	<ul style="list-style-type: none"> - Seeks to explore and try different organic fruit drinks and snacks while on the go - Appreciates a user-friendly online ordering system with easy delivery options
	<p>Tina Herald Female, 45 years old</p> <ul style="list-style-type: none"> - Visiting the coastal areas as a tourist from another state - Seeks healthy and fresh food options while on vacation - Prefers to explore local farmers' markets and stores to experience the local food culture - Interested in learning about the nutritional benefits of different fruits and produce <p>Goals:</p> <ul style="list-style-type: none"> - Looks for a website that provides information about Bountiful Foods' physical storefront location in Carlsbad - Wants to plan a visit to the store during her stay to purchase fresh organic produce and fruit bags - Seeks recommendations for nearby restaurants and eateries that prioritize healthy and organic ingredients.
Typography	Playfair Display & Lato

Element	Font Family	Font Size	Sample
Site Header	Fairplay Display	40px	Sample
Primary Navigation	Lato	30px	Sample
Footer Navigation	Lato	20px	Sample
Heading 1 (h1)	Fairplay Display	30px	Sample
Heading 2 (h2)	Fairplay Display	25px	Sample
Heading 3 (h3)	Fairplay Display	20px	Sample
Paragraphs	Lato	16px	Sample

Site Map

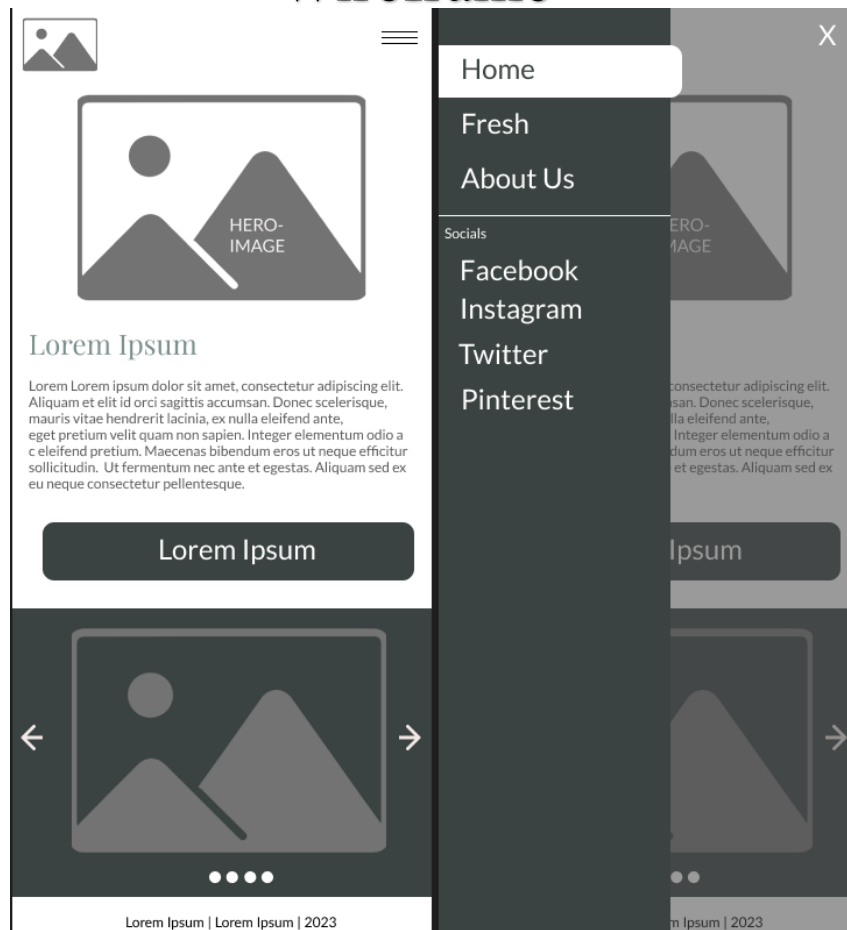


Color Scheme



Wireframe

Small View



Medium View



Large View

